Permit #F00155594
FilmL.A., Inc.
6255 W Sunset Blvd, 12th Floor
Hollywood, CA 90028
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00155594 **Type of Permit:** FILMING **Release Date:** 08/26/2019

Production Company	HEY BABY FILMS LLC
Insured Company Name	HEY BABY FILMS LLC
Contact Phone No. 1	323-475-9180
Contact Phone No. 2	
Fax	
Address	316 S VENICE BLVD, SUITE 200 VENICE, California 90291
Production Title	AD COUNCIL
Type of Production	Commercial - Standard

Producer	Geoff Clough
Director	Josh Soskin
1st AD	N/A N/A
Production Manager	Darian Ng
FilmL.A. Coordinator	Francisco Nunez
Location Manager	Jason Madison
Primary Phone	Mobile - 310-806-2896
Secondary Phone	
Location Assistant	N/A N/A
Primary Phone	Mobile - 555-555-5555
Secondary Phone	

Fees

Posting 600	$138.00	**Total Permit Fee**	$309.00
Notification Charge	$116.00	**Number of Locations**	1
FILMLA NON-REFUNDABLE MODIFIED PERMIT APPLICATION FEE	$55.00		

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Summary Information — Location

Permit Number F00155594
Production Company HEY BABY FILMS LLC
Insured Company HEY BABY FILMS LLC
Production Title AD COUNCIL

Location Manager Jason Madison
Primary Phone Mobile - 310-806-2896
Secondary Phone

Location Address 6517 Matilija Ave, Van Nuys, CA, 91401

Location Type Private Residence

Prep Dates 8/27/2019 - 8/27/2019 06:00 - 07:00 1 day

Film Dates 8/27/2019 - 8/27/2019 07:00 - 22:00 1 day

Open or Closed to the Public Closed

Generic Conditions **THE CONSUMPTION OF ALCOHOLIC BEVERAGES AND THE USE OF DRUGS, INCLUDING MARIJUANA, ON LOCATION BY ANY CAST, CREW, OR INVITED GUESTS IS STRICTLY PROHIBITED.**
*Certain service and personnel fees required by jurisdictional agencies are not collected by FilmL.A. Any such fees must be paid directly to the appropriate agency, and a separate invoice will be provided to the permittee.
Community Survey Obtained
Equipment staging and vehicles may park on one side of the street only.
Must Maintain 5' Clearance on Sidewalks/Walkways
Must maintain local/emergency access
No cast or crew parking on area streets
No interference with vehicular or pedestrian traffic
No Parking in handicap spaces at anytime.
No stopping or setting up in front of merchants or residents without prior approval
Number of uniformed officers listed on the permit is a minimum requirement. Permittee remains responsible for deploying a sufficient number of uniformed officers to provide traffic and crowd control to ensure the safety of the film crew and the public.
Traffic control must be done in accordance w/MUTCD
Traffic Officers Required

Please see attached documents HEY BABY FILMS LLC 8.26.19.pdf
501(c)3 Letter_NHTSA and Leo Burnett_HoopKitty_2019.pdf
Ad Council 501c3 Letter - Nov 20 2018.pdf

Equipment on Location

Type	Quantity
5 or 10 ton trucks	4
Cast/Crew vehicles	55
Cube Trucks	3
Generator	1
Trailers	3
Vans	3

Personnel on Location

Type	Quantity
Cast	5
Crew	60
Off-Duty/Retired LAPD Officer(s)	1

Filming Activities Atmospheric smoke effects (water based); Interior and exterior dialogue; Interior walk and talk; Driveway walk and talk; All on property;

Jurisdiction **Political:** Los Angeles City - Council District 02 **Police:** Los Angeles Police **Fire:** Los Angeles City Department

Thomas Guide **Page:** 532 **Grid:** B6

Approvals LOS ANGELES CITY POLICE DEPARTMENT Irene Martinez

Coordinator Note 1 TRAFFIC OFFICER REQUIRED FOR POSTING SAFETY DUE TO LACK OF SIDEWALKS.

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Location Manager Jason Madison
Primary Phone Mobile - 310-806-2896
Secondary Phone

Parking

Base Camp
Location Type : Filming Location

Crew Parking
Location Type : Other Location
6627 Cedros Ave, Los Angeles, CA, 91405

Posting "No Parking" signs W/S MATILIJA AVE, 6517 MATILIJA AVE - 300' NORTH AND 300' SOUTH

Approximate Footage 301 - 600 **Log Number** 252241

Date(s) 8/27/2019 to 8/27/2019 **Time(s)** 06:00 to 22:00

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Appointment of Pacific Production Services
As Authorized Agent and Representative

I certify that I am a representative of HEY BABY FILMS LLC ("Principal") and am authorized to enter into binding contractual agreements on its behalf. I further certify that I am authorized by Principal to appoint other representatives and agents for Principal and to give such representatives and agents authority to enter into and bind Principal to agreements relating to the issuance of and compliance with location film (e.g. theatrical, television, commercial and other motion. picture filming) and still photographic permits, including the permits themselves and any riders to such permits. Acting on behalf of Principal in my capacity as its authorized representative, I appoint Pacific Production Services and it employees and agents ("PPS") as Principal's authorized representatives and agents to apply for location film (e.g. theatrical, television, commercial and other motion. picture filming) and still photographic permits on behalf of Principal through FilmLA, Inc. for any city, county or through any other jurisdictions where FilmLA, Inc. operates, to negotiate, discuss, accept, modify, agree to and bind Principal to the terms and conditions of such permits (including all restrictions and/or community guidelines applicable to any such permit); and to execute such permits on behalf of Principal. Principal understands, acknowledges and agrees that it (and/or its insurer) remains responsible and liable for all obligations imposed by or incidental to any permit or rider issued to Principal signed by any employee or agent of (including any coordinator, runner or messenger used by) PPS. Principal further agrees to comply with the terms and conditions of any such permits and hereby appoints PPS as an authorized representative to facilitate compliance with such terms and conditions following issuance of any such permits and to enter into agreements for Principal with respect thereto. Any person, agency, entity, or organization (including FilmLA, Inc. and any city, county or other jurisdictions where FilmLA, Inc. operates) may rely upon this appointment and need not obtain further authorization for any act described herein. An original or faxed copy of this appointment shall be sufficient, and may be treated as an original for your purposes. The appointment may be revoked by Principal at any time in writing delivered to FilmLA, Inc., but in any case shall expire one (1) year from the date of execution set forth below.

I declare under penalty of perjury under the laws of the State of California that I am authorized to appoint PPS as agent for Principal, and based upon that authority I hereby appoint PPS as Principal's agent as set forth herein.

Date: 08/26/2019

Representative's Signature

Peter Quenelle

Representative's Name (Please Print)

Production Coordinator

Representative's Title (Please Print)

HEY BABY FILMS LLC

Name of Principal (i.e. company name) (Please Print)

3113 S La Cienega Blvd

Los Angeles, CA 90016

Principal's Mailing Address (Please Print)

323-475-9180

Principal's Phone Number (Please Print)

Pacific Production Services
Eric Nichols, President
1481 E. 4th St
Los Angeles, CA. 90033
Ph. 323-260-4777 Fx. 323-415-6180

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Permit #F00155594

August 26, 2019

Re: "Child Occupant Protection" Public Service Advertising Campaign

To Whom It May Concern:

This letter will verify that the Ad Council has contracted with Leo Burnett to develop a multifaceted public service advertising (PSA) campaign, including TV video, entitled "The Things You Do For Love" to motivate parents and caregivers to ensure their children are in the right car seat for their age and size.

Any work created by Leo Burnett and its production vendors for the campaign will be authentic public service advertisements (PSAs) and will only run in donated media space. The campaign is sponsored by the Ad Council, which is a 501(c)3 compliant organization, and the National Highway Traffic Safety Administration, a government organization.

If you have any additional questions, please contact me at (857) 400-9878 or e-mail me at cwedel@adcouncil.org.

Regards,

Cece Wedel
VP, Group Campaign Director, Ad Council

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1707 L St. NW Suite 600
Washington, DC 20036

Permit #F00155594

IRS Department of the Treasury
Internal Revenue Service
P.O. Box 2508
Cincinnati OH 45201

In reply refer to: 1000571154
Nov. 20, 2018 LTR 4168C 0
13-0417693 000000 00
Input Op: 0752239589 00039537
BODC: TE

ADVERTISING COUNCIL INC
815 SECOND AVE 9TH FLR
NEW YORK NY 10017-4500

005627

Employer ID number: 13-0417693
Form 990 required: YES

Dear Taxpayer:

We're responding to your request dated Nov. 08, 2018, about your tax-exempt status.

We issued you a determination letter in FEBRUARY 1948, recognizing you as tax-exempt under Internal Revenue Code (IRC) Section 501(c)(3).

In the heading of this letter, we indicated whether you must file an annual information return. If you're required to file a return, you must file one of the following by the 15th day of the 5th month after the end of your annual accounting period:

- Form 990, Return of Organization Exempt From Income Tax
- Form 990EZ, Short Form Return of Organization Exempt From Income Tax
- Form 990-N, Electronic Notice (e-Postcard) for Tax-Exempt Organizations Not Required to File Form 990 or Form 990-EZ
- Form 990-PF, Return of Private Foundation or Section 4947(a)(1) Trust Treated as Private Foundation

According to IRC Section 6033(j), if you don't file a required annual information return or notice for 3 consecutive years, we'll revoke your tax-exempt status on the due date of the 3rd required return or notice.

You can get IRS forms or publications you need from our website at www.irs.gov/forms-pubs or by calling 800-TAX-FORM (800-829-3676).

If you have questions, call 877-829-5500 between 8 a.m. and 5 p.m., local time, Monday through Friday (Alaska and Hawaii follow Pacific time).

Thank you for your cooperation.

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1000571154
Nov. 20, 2018 LTR 4168C 0
13-0417693 000000 00
Input Op: 0752239589 00039538

ADVERTISING COUNCIL INC
815 SECOND AVE 9TH FLR
NEW YORK NY 10017-4500

Sincerely yours,

Teri M. Johnson
Operations Manager, AM Ops. 3

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